HPE and Intel Better Together alliance

Messaging guide

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Hewlett Packard Enterprise | **intel.**

Contents

This messaging guide highlights the unique power and value of the long-term commitment and alliance between Hewlett Packard Enterprises and Intel. The content within is approved and ready to use for all HPE-Intel co-branded marketing and go-to-market efforts.

HPE + Intel: Leading business modernization

Here are just a few things HPE and Intel have been doing Better Together—for more than 30 years:

Connecting

We guide critical compute transitions and deliver cloud-smart solutions to help you **connect, secure, analyze, and act** on all data and apps, from edge to cloud.

Innovating

We innovate together to **solve today's most complex business challenges,** from managing data growth outside the data center to AI deployments targeting computer vision, generative AI, and natural language processing inference.

Protecting

We protect sensitive data and workloads in hybrid cloud with zero-trust security architecture spanning from the server supply chain and processor to the applications layer.

Sustaining

Our holistic approach to **reducing operational carbon from data center to silicon** level and from edge to cloud is driving forward even the most ambitious sustainability agendas.

Revolutionizing

Our long-term partnership allows us to continuously create **world-changing technology** that drives business and society forward, improving and transforming the way we live.

HPE + Intel: Partnership messaging

25 words

HPE and Intel deliver cloud-smart solutions with flexibility engineered for the edge, addressing today's challenges and maximizing new opportunities, such as AI across your enterprise.

50 words

HPE is a global leader in edge-to-cloud computing, data, and security solutions. For more than five decades, Intel has been the world's trusted technology foundation. Together, they deliver cloud-smart solutions with flexibility engineered for the edge, addressing today's complex challenges and maximizing new opportunities, such as AI across your enterprise.

75 words

HPE is a global leader in edge-to-cloud computing, data, and security solutions. For more than five decades, Intel has been the world's trusted technology foundation. Together, they deliver cloud-smart solutions with flexibility engineered for the edge, addressing today's most complex challenges and harnessing the power of new opportunities, such as AI across your enterprise. It's a long-term partnership continuously creating world-changing technology that improves and transforms the way we live.

100 words

HPE is a global leader in edge-to-cloud computing, data, and security solutions. For more than five decades, Intel has been the world's trusted technology foundation. Together, they deliver cloud-smart solutions with flexibility engineered for the edge, driving winning outcomes and setting the stage for future growth. HPE solutions take advantage of the latest Intel Xeon Scalable processors to address today's most complex challenges and harness the power of new opportunities, such as AI across your enterprise. It's a long-term partnership continuously creating world-changing technology that improves and transforms the way we live.

Compute optimized for artificial intelligence (AI)

Value proposition

HPE's unique range of server systems based on Intel Xeon Scalable processors (with built-in AI acceleration, software optimizations, and hardware-enhanced security) deliver unmatched performance across a diverse set of AI workloads.

Enhanced security, automation, and remote system-management capabilities enable AI development teams to deploy models in more cost-effective, efficient, streamlined ways.

Key benefits

Computer vision AI at the edge

Analyze video footage to detect and track objects, people, and behaviors for enhanced operations, security, and smart-space experiences.

Featured products powered by Intel

- **HPE GreenLake**
- **HPE ProLiant DL320 Gen11**
  Purpose-built for AI at the edge, bringing AI workloads closer to the business. Ideal for computer vision.
- **HPE ProLiant DL380a Gen11**
  Engineered for AI workloads in the data center: natural language processing and generative AI

Generative AI

Diverse applications across many industries. Generate human-like text and synthesize images and audio to improve business efficiency and productivity.

Ultra-scalable AI servers powered by the latest Intel Xeon processors

Speeding time to value with AI

Natural language processing (NLP) AI

Deploy speech AI applications to use insights from customer conversations and build better products, such as customer-care agent assists, virtual assistants, and digital avatars.

Compute optimized for AI: Messaging

25 words

Accelerate time to value with AI solutions optimized for deployment everywhere, fueled by the HPE ProLiant Gen11 server and the latest Intel Xeon Scalable processors.

50 words

Accelerate time to value with AI solutions optimized for deployments at the edge or in data centers, with the HPE ProLiant Gen11 server and the latest Intel Xeon Scalable processors at their core. Compatibility with key AI frameworks and workflows enables seamless integration, leading to faster insights and improved efficiency.

75 words

From computer vision and generative AI to natural language processing, accelerate time to value for all your AI initiatives with solutions optimized for deployments at the edge or in data centers. At the core is the HPE ProLiant Gen11 server, engineered to power AI workloads with the latest Intel Xeon Scalable processors with advanced GPU acceleration. Compatibility with key AI frameworks and workflows leads to faster insights and improved efficiency and productivity.

100 words

From computer vision and generative AI to natural language processing, accelerate time to value for all your AI initiatives with solutions that have been certified and optimized for deployments at the edge or in data centers. At the core is the HPE ProLiant Gen11 server, engineered to power AI workloads with the latest Intel Xeon Scalable Processors with advanced GPU acceleration. AI solutions are compatible with key AI frameworks and workflows, enabling seamless integration and leading to faster insights and improved business efficiency and employee productivity.

Core compute

Value proposition

HPE ProLiant is intuitive, secure, efficient, optimized, and engineered for hybrid environments. It deploys compute as a backbone throughout your operations—across multiple clouds, multiple data centers, and at the edge.

Available for purchase or as a service through HPE GreenLake, it's simple to operate, with location-agnostic, cloud-based compute management, ensuring visibility and consistency and empowering security and automation.

Featured products powered by Intel

- **HPE ProLiant with the latest Intel Xeon Scalable processors**
- **HPE GreenLake for Compute Ops Management**
- **HPE Services**

HPE ProLiant Compute: Engineered for your hybrid world

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Accelerate data-first modernization powered by the latest Intel Xeon processors

Key benefits

Intuitive cloud operating experience

- Simplifies control of compute from edge to cloud, **transforming business operations** and allowing global visibility and insight through a unified console
- Automates tasks and **reduces manual deployment efforts,** offering instant scalability and seamless, simplified support and lifecycle management
- Available as a **capex** purchase or consumption model

Trusted by design

- Built on an HPE compute core hardened through a proven, **zero-trust approach to security** to protect infrastructure, workloads, and data from increasingly complex threats
- **Extends protection** to partner ecosystem and expands supply chain security

Optimized workload performance

- Deploys seamlessly with open architecture and **accelerates any workload,** from the data center to the edge
- Enables **optimal performance** for demanding applications with advanced graphics and data acceleration

Core compute: Messaging

25 words

Powered by the latest Intel Xeon Scalable processors, HPE ProLiant servers are engineered for hybrid environments. Cloud-based compute management unifies operations while empowering automation.

50 words

Powered by the latest Intel Xeon Scalable processors, HPE ProLiant servers support distributed approaches, moving compute out of centralized data centers and deploying it across multiple clouds, multiple data centers and at the edge. Location-agnostic, cloud-based compute management unifies operations across the lifecycle and throughout the environment, while empowering security and automation.

75 words

Powered by the latest Intel Xeon Scalable processors, HPE ProLiant servers are secure, efficient, optimized, and are engineered for hybrid environments. ProLiant supports distributed approaches, moving compute out of centralized data centers and deploying it across multiple clouds, multiple data centers and at the edge. Location-agnostic, cloud-based compute management ensures visibility and consistency despite increasingly diverse compute locations and workloads: unifying operations across the lifecycle and throughout the environment, while empowering security and automation.

100 words

Powered by the latest Intel Xeon Scalable processors, HPE ProLiant servers are secure, efficient, optimized, and are engineered for hybrid environments. ProLiant supports distributed approaches, moving compute out of centralized data centers and deploying it as a backbone throughout your operations—across multiple clouds, multiple data centers and at the edge. And it's simple to operate, with location-agnostic, cloud-based compute management ensuring visibility and consistency despite increasingly diverse compute locations and workloads: unifying operations across the lifecycle and throughout the environment, while empowering security and automation.

Supercomputing for AI and HPC

Value proposition

The strategic HPE-Intel alliance brings the strength of our combined resources to help organizations drive innovation with leading supercomputing technologies.

HPE offers an industry-leading, end-to-end supercomputing portfolio for the enterprise and the public sector. Supporting the Intel Xeon CPU Max Series, the HPE Cray Supercomputing EX and XD systems deliver faster time to results and accelerated AI.

Featured products powered by Intel

- **HPE Cray Supercomputing EX4000 with HPE Cray EX420 compute blades**
- **HPE Cray Supercomputing EX2500 with HPE Cray EX420 compute blades**
- **HPE Cray XD2000 with HPE Cray XD220v servers**
- **HPE Cray XD670**

Empower world-changing innovation and discovery with supercomputing solutions from HPE and Intel.

Key benefits

Accessible supercomputing at your scale

- HPE and Intel power your next breakthrough with systems and capabilities across industries that benefit **supercomputing and data centers of all sizes,** from the largest centers to the most agile HPC clusters.
- From **exascale to as a service,** HPC solutions encompass compute, storage, interconnect, development tools, management software, and services across any scale of implementation.

Game-changing technology and sustainability

- Secure your **competitive advantage in the exascale era and beyond** with industry-leading capabilities and choice.
- Benefit from a responsible ecosystem, our global HPC leadership, ethical AI approach and deployment flexibility with HPE GreenLake.
- **Advance sustainability goals** with improved power efficiencies with power and colling options, and more visibility into carbon emissions.

Unlock new business value with AI at scale

- A comprehensive, **end-to-end supercomputing and AI portfolio** from HPE enables true AI at scale.
- Enables training larger AI models faster with **deeper, more accurate insights** and deployment of flexible solutions that provide performance and cost controls to **optimize every workload.**

Supercomputing for AI and HPC: Messaging

25 words

Unlock new business value faster with AI and HPC solutions powered by Intel that can be deployed flexibly, including options that advance your sustainability goals.

50 words

Accelerate innovation with HPE, the trusted global supercomputing leader providing unprecedented access to supercomputing infrastructure, expertise, and software to capitalize on the promise of AI and HPC sustainably. Unlock business value faster with AI and HPC solutions powered by Intel that can be deployed flexibly and advance your sustainability goals.

75 words

Accelerate innovation and discovery with HPE, the trusted global supercomputing leader providing organizations unprecedented access to supercomputing infrastructure, expertise, and software to capitalize on the promise of AI and HPC sustainably. Power the next breakthrough with accessible supercomputing technologies on your scale. Unlock new business value faster with a comprehensive portfolio of AI and HPC solutions powered by Intel that can be deployed flexibly, including power and cooling options that advance your sustainability goals.

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Accelerate innovation and discovery with HPE, the trusted global supercomputing leader providing organizations unprecedented access to supercomputing infrastructure, expertise, and software to capitalize on the promise of AI and HPC sustainably. Power the next break-through with accessible supercomputing technologies on your scale. Unlock new business value faster with a comprehensive portfolio of AI and HPC solutions powered by Intel that can be deployed flexibly, including power and cooling options that advance your sustainability goals. Implement game-changing technology and sustainability with industry-leading capabilities to secure your competitive advantage in the exascale era and beyond.

Hybrid cloud

Value proposition

HPE GreenLake with Intel Xeon Scalable processors are the intelligent compute foundation for hybrid cloud, creating one experience and one secure operating model from edge to cloud and on and off premises.

Easy to adopt, ready to deploy modern and secure private clouds and IaaS solutions with workload optimized price and performance options bring cloud experience to your hybrid IT states and eliminate operational complexity.

Featured services powered by Intel

- **HPE GreenLake for Large Language Models**
- **HPE GreenLake for Private Cloud** (Business, Enterprise editions)
- **HPE GreenLake for File Storage**

Your hybrid cloud, your way— all on one platform

Key benefits

Cloud agility, everywhere

- Modern private clouds connect to your public clouds and edges and **bring the cloud experience:** self-service, orchestrated, automated, and flexible.
- HPE and Intel cloud experts apply **deep expertise** across Azure, AWS, and GCP for the right hybrid cloud mix.

Simplified hybrid cloud operations

- **Unifies and simplifies** hybrid, multi-cloud operations on a single platform.
- Delivers AIOps-powered **visibility, automaton, and performance** across the entire hybrid state.

Trusted security and data foundation

- Intel hardware-based security creates a trusted foundation to **better protect data** in all its phases.
- HPE's zero-trust approach to **end-to-end security** and HPE GreenLake data protection, back-up, and disaster recovery offerings are crucial for distributed, multi-cloud workloads.

Sustainable IT solutions

- HPE GreenLake matches workloads with consumption and brings **visibility into total energy consumption and costs,** including greenhouse gas (GHG) emissions.
- Built-in accelerators on the latest Intel Xeon Scalable processors improve PPW on fast-growing workloads for **power efficiency advantages.**

Hybrid cloud: Messaging

25 words

Streamline the cloud operating experience and gain fundamental, uncompromising security with HPE GreenLake with Intel Xeon Scalable processors.

50 words

Streamline the cloud operating experience and gain fundamental, uncompromising security with HPE GreenLake with Intel Xeon Scalable processors. The intelligent compute foundation for hybrid cloud offers a secure operating model and unifies and simplifies multi-cloud operations on a single platform.
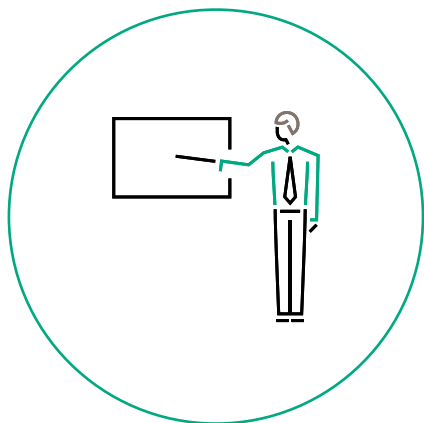
75 words

Streamline the cloud operating experience and gain fundamental, uncompromising security with HPE GreenLake with Intel Xeon Scalable processors. The intelligent compute foundation for hybrid cloud offers a secure operating model and unifies and simplifies multi-cloud operations on a single platform. Easy to adopt, ready to deploy modern and secure private clouds and IaaS solutions with workload-optimized price and performance options bring cloud to your hybrid IT states and eliminate operational complexity.

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Streamline the cloud operating experience and gain fundamental, uncompromising security with HPE GreenLake with Intel Xeon Scalable processors. The intelligent compute foundation for hybrid cloud offers a secure operating model and unifies and simplifies multi-cloud operations on a single platform. Modern private clouds connect to your public clouds and edges for a self-service, orchestrated, automated, flexible cloud experience. Easy to adopt, ready to deploy modern and secure private clouds and IaaS solutions with workload-optimized price and performance options bring cloud to your hybrid IT states and eliminate operational complexity.
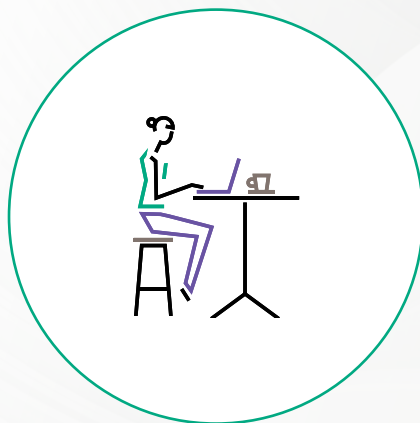
Key personas

Architects

Example titles: Head/VP/Director of infrastructure; data center head; global infrastructure manager; enterprise platform architect; senior infrastructure architect; cloud or data center architect

Priorities
- Leading the design of new systems and solutions
- Making enduring hardware and software platform decisions
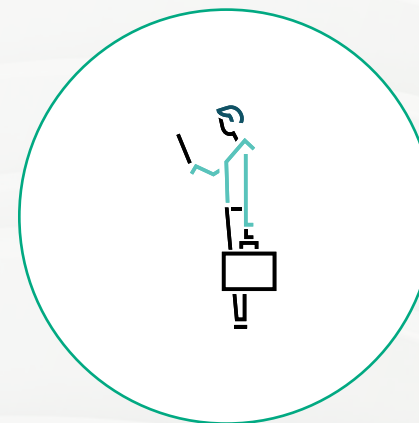- Prioritizing public cloud creation, adoption, and migration

Developers

Example titles: Front-end, back-end, UI/UX, full-stack developer; data scientist

Priorities
- Creating and implementing new hardware and software solutions
- Influencing the creation, recommendation, and selection of public cloud instances/services

Tech C-Suite

Example titles: Front-end, back-end, UI/UX, full-stack developer; data scientist

Priorities
- Chart future technology vision and path
- Roles, priorities, and titles are ever-evolving to meet growing technology complexities (e.g., CAIO, CDO)

Financial services

Drivers

- Agility, security, cost
- Greater-capacity data systems, emphasis on security, regulatory compliance, and privacy
- Transitioning to agile hybrid cloud environments
- Modernizing apps, quick conversion of data to insights and innovation
- Optimizing power and cooling for high-performance compute environments to meet carbon neutrality corporate mandates

HPE-Intel capabilities

- Intel Xeon Scalable processors' built-in HPC and AI acceleration and configuration flexibility allow fast insights from new use cases and support low-latency workloads.
- HPE Apollo DLC systems reduce thermal and power requirements and drive carbon neutrality efforts.
- Intel SGX in HPE ProLiant servers enable secure infrastructure enclaves and create a trusted foundation for compute workloads that deliver data privacy, security, and integrity.
- HPE GreenLake brings the cloud experience to apps and data everywhere: at the edge, colocations, and data centers.

Healthcare

Drivers

- Focus on operational efficiencies to deliver more effective care and keep costs from spiraling.
- Providers need easy access to data, from remote patient monitoring to population health management and precision medicine.
- Critical focus on security and privacy, particularly protecting data, infrastructure, and supply chains.
- Increasingly looking for ways to reduce carbon footprint.

HPE-Intel capabilities

- High-performing, secure HPE and Intel computer platforms, networks, and accelerators connect medical devices and enable self-monitoring and care with medical-grade IoT.
- Solutions allow timely access to huge amounts of data, securely delivered and stored, enabling effective documentation and workflow management that optimizes clinical efficiency.
- Running on Intel architectures, HPE GreenLake delivers customized, accelerated performance levels, helping providers avoid overprovisioning, free up capital, boost operational and financial flexibility, and accelerate innovation.

Manufacturing

Drivers

- Intense competition to exceed customers' growing expectations and deliver quality products with short time-to-market windows.

- Sustainability is a growing priority for everything from ethical sourcing and manufacturing processes to reduced carbon emissions and industry compliance.

- Prioritizing digital transformation and process automation to ensure business continuity, operational agility, and resilient supply chains.

- Need to access, analyze, and act on data to achieve faster time to insight, improve factory productivity, and shift to more autonomous operations.

HPE-Intel capabilities

- HPE GreenLake runs on Intel architectures, providing an edge-to-cloud digital platform to scale smart-factory use cases and unlock value from data across the manufacturing cycle.

- High-performance computing speeds new-product testing and edge computing to provide real-time insights into factory production and support manufacturing's most demanding workloads.

- HPE GreenLake provides the security, reliability, and low latency of an on-premise solution with the flexibility and self-serve, pay-for-use, and scale-up and -down advantages of the cloud.

- With HPE and Intel solutions for virtualizing and accelerating workloads and container-based, micro-services applications, manufacturers can scale and extend services-performance on the fly.

Public sector

Drivers

- Evolving strategy shifts in response to changing citizen and student needs and expectations, a remote workforce, and growing cybersecurity threats.

- Need to provide fast, efficient services and easy, secure access to essential information and resources.

- Driven to minimize environmental impact and engage in more sustainable practices.

- Multi-cloud operations are required as part of an integrated cloud-first policy, facing challenges from aging infrastructures as well as inherent operational and financial issues.

HPE-Intel capabilities

- HPE and Intel bring expertise, support, financial flexibility, and secure and powerful technology solutions to meet challenges in the public sector, education, and state and local organizations.

- HPE and Intel virtual desktop infrastructure (VDI) solutions support workforce productivity by delivering secure access to shared resources and simplified device management.

- Edge computing allows governments to collect, aggregate, analyze, and respond to sensor data to meet operational goals in mobile and remote sites.

- HPE GreenLake (running on Intel architectures) offers agility, and scalability, allowing public sector organizations to balance IT flexibility and cost with on-premises control and security.

- HPE and Intel's end-to-end approach to security covers edge to core to cloud, while hardware-enabled security features protect data and devices without compromising performance.
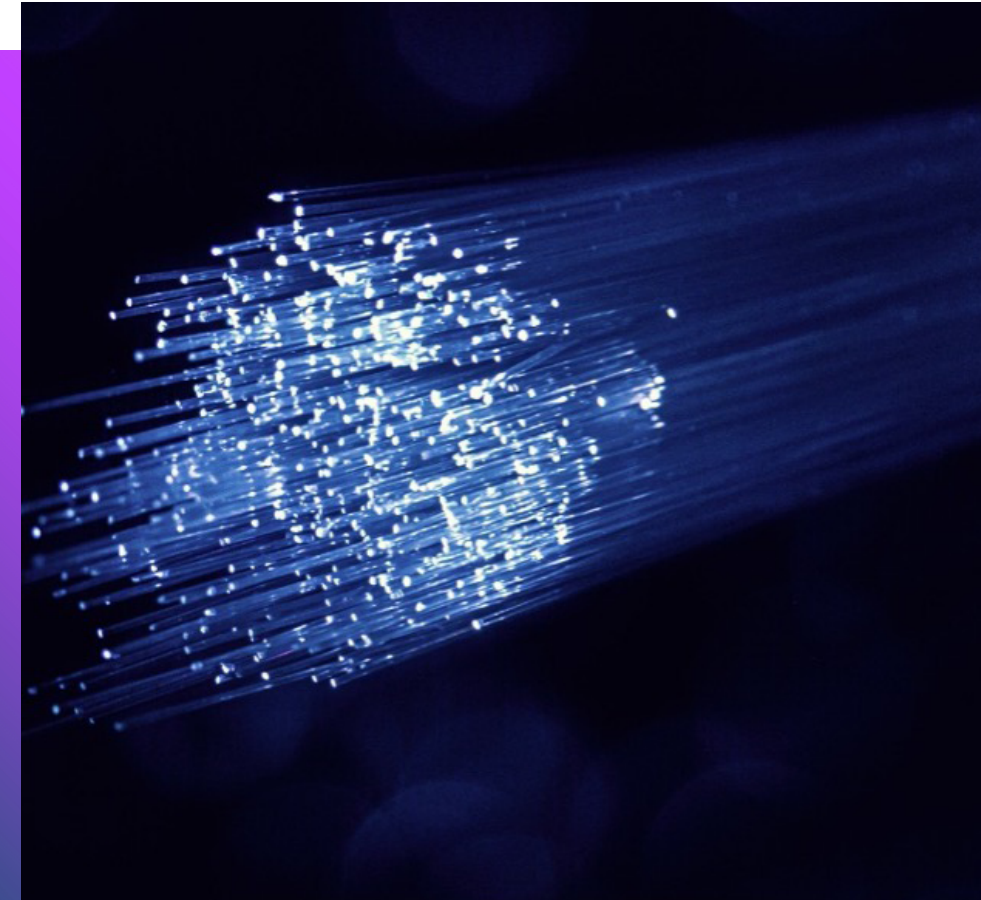
Telco

Drivers

- Organizations require fast, reliable connectivity to access large volumes of data in nearly real time to make effective operations and product-offering decisions.

- Telcos face higher energy usage and pressure to reduce their carbon footprint as the amount of data being produced continues to grow rapidly.

- Need to create new revenue streams that maximize end-to-end connectivity advantage through advances in 5G, move to the edge, and the value of the cloud experience and operating model.

- Transforming networks from the edge to the core by adopting a sustainable platform and working across multiple clouds, enabling new services for digital-first customers.

HPE-Intel capabilities

- The scale and experience of HPE and Intel in the telco network and secure, resilient, carrier-grade IT infrastructure drives flexibility and modularity via open, cloud-native solutions.

- Open, edge-to-cloud solutions include an ecosystem of partners to guide sustainable transformations, from operating energy-efficient servers to using AI solutions to adjust power usage to data traffic.

- HPE GreenLake (running on Intel architectures) delivers energy and cost savings through a consumption-based telco cloud model aligned with capacity usage.

- HPE Telco Edge Blueprints reduce the complexity of integration and speed deployment while allowing flexibility and choice.

- HPE and Intel enable the orchestration of any enterprise workload across a variety of secure edge clouds, leveraging telco network capabilities such as 5G slicing.

Resources

Need more information to help with your sales and marketing efforts?

Visit the HPE and **Intel Better Together portal** to find the latest content and news on the HPE-Intel alliance and our portfolio of products and services.